

Amendments to the Claims:

1 1. (Presently Amended) A method of providing an electronic marketing presentation,
2 comprising:
3 displaying a first marketing object container, said first marketing object container
4 including a location for receiving at least one marketing object to be presented in said
5 first marketing container to a user of an interactive medium;
6 associating a marketing attribute with the first marketing object container; and
7 selecting at least one marketing object for being associated with the first
8 marketing object container.

1 2. (Currently Amended) The method of claim 1, further comprising displaying a
2 marketing object container icon, wherein an option associated with the first
3 marketing object container is presented when the icon is selected.

1 3. (Currently Amended) The method of claim 1, further comprising presenting a plurality
2 of attributes to associate with the first marketing object container.

1 4. (Original) The method of claim 1, further comprising presenting a plurality of
2 marketing objects that are compatible with the selected attribute.

1 5. (Currently Amended) -The method of claim 1, further comprising associating a style
2 template with the first marketing object container.

1 6. (Original) The method of claim 5, further comprising filling in an object into the style
2 template.

1 7. (Previously Presented) The method of claim 1, further comprising associating an item
2 with the marketing attribute.

1 8. (Currently Amended) The method of claim 1, further comprising selecting a style for
2 the first marketing object container.

1 9. (Currently Amended) The method of claim 1, further comprising associating a feature
2 with the first marketing object container.

1 10. (Original) The method of claim 9, wherein the feature is a cross sell.

1 11. (Original) The method of claim 9, wherein the feature is an up sell.

1 12. (Original) The method of claim 9, wherein the feature is a product literature.

1 13. (Original) The method of claim 9, further comprising associating the at least one
2 marketing object with the feature.

1 14. (Currently Amended) The method of claim 1, wherein the first marketing object
2 container is dynamically associated with the marketing attribute.

1 15. (Currently Amended) The method of claim 1, wherein the first marketing object
2 container is dynamically associated with the marketing object.

1 16. (Currently Amended) The method of claim 1, wherein a plurality of marketing
2 objects are selected to be associated with the first marketing object container, and

3 wherein the marketing attribute determines which of the selected marketing
4 objects is associated with first the marketing object container at a particular time.

1 17. (Currently Amended) The method of claim 16 wherein the selecting marketing
2 objects are associated with the first marketing object container according to a
3 schedule.

1 18. (Currently Amended) The method of claim 16 wherein the selected marketing objects
2 are inserted in the first marketing object container based on a second marketing
3 object of a second marketing object container.

1 19. (Original) The method of claim 1, wherein the at least one marketing object is
2 displayed after it has been approved.

1 20. (Currently Amended) The method of claim 1 wherein the at least one marketing
2 object is to be associated with the first marketing object container based on a
3 second marketing object of ~~another~~ a second marketing object container.

1 21. (Previously Presented) A method of creating a marketing presentation in a display
2 medium, comprising:
3 defining the location and size of a marketing object container in the display
4 medium;
5 associating a marketing attribute with the marketing container, the marketing
6 attribute including parameters that define how the marketing object container can be used
7 in a marketing presentation;

8 receiving subsequently from a user a selection of the marketing object container
9 and at least one marketing object to be displayed in the marketing object container;
10 binding the at least one marketing object to the marketing object container; and
11 displaying the marketing object in the marketing object container in accordance
12 with the parameters of the marketing attribute.

1 22. (Previously Presented) A method of creating a marketing presentation in an
2 interactive medium, comprising:
3 displaying a marketing object container on a display medium;
4 in response to a selection of the marketing object container, displaying a number
5 of campaigns that are available to associate with the marketing object container, each of
6 said campaigns being associated with a plurality of offers compatible with the campaign;
7 receiving a selection of a campaign to apply to the marketing object container;
8 displaying the plurality of offers that are compatible with the selected campaign;
9 and
10 receiving a selection of at least one offer for placing in the marketing object
11 container.

1 23. (Previously Presented) A system of providing an electronic marketing presentation,
2 comprising:
3 a processor configured to display a marketing object container, said marketing
4 object container including a location for receiving at least one marketing object to be
5 presented by means of said marketing container to a user of an interactive medium; the
6 processor also being configured to facilitate associating a marketing attribute with the

7 marketing object container; and selecting at least one marketing object for being
8 associated with the marketing object container; and
9 a memory coupled with the processor, the memory being configured to provide
10 the processor with instructions.

1 24. (Previously Presented) A computer program product for providing an electronic
2 marketing presentation, comprising:
3 computer code displaying a marketing object container, said marketing object
4 container including a location for receiving at least one marketing object to be presented
5 by means of said marketing container to a user of an interactive medium;
6 computer code associating a marketing attribute with the marketing object
7 container; and
8 a computer readable medium that stores the computer codes.

1 25. (Original) The computer program product of claim 24, wherein the computer readable
2 medium is selected from the group consisting of CD-ROM, floppy disk, tape,
3 flash memory, system memory, hard drive, and data signal embodied in a carrier
4 wave.

1 26 (New) The method of claim 1 , wherein the marketing attribute is configured to
2 describe a relationship of the first marketing object container with a second
3 marketing object container.

1 27. (New) The method of claim 1, wherein the marketing attribute is configured to
2 describe what objects can be associated with the first marketing object container.

1 28. (New) The method of claim 1, wherein the marketing attribute is configured to
2 describe timing and priority of the display of marketing objects to be associated
3 with the first marketing object container.

1 29. (New) The method of claim 28, wherein the timing is on a daily, weekly, monthly or
2 holiday basis.

1 30. (New) The method of claim 1, wherein the marketing attribute includes a marketing
2 campaign.

1 31. (New) The method of claim 30, wherein the marketing campaign includes a banner ad
2 campaign.

1 32. (New) The method of claim 30, wherein the marketing campaign includes a banner ad
2 campaign, a cross sell campaign, an event promotion campaign, a holiday
3 promotion campaign, a weekly promotion campaign, an up-sell campaign, or a
4 new product introduction campaign.

1 33. (New) The method of claim 1, wherein the marketing attribute is associated with the
2 marketing object container prior to selecting at least one marketing object for
3 being associated with the first marketing object container.
